



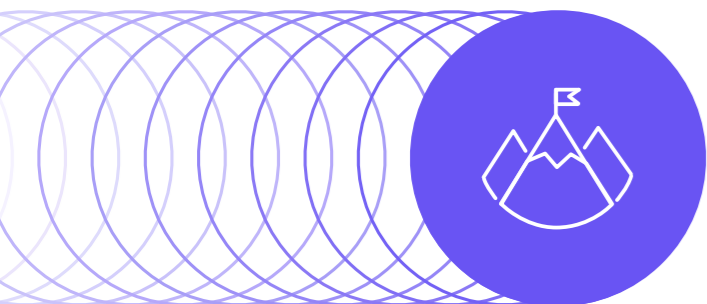
**CASE STUDY** | BANKING & FINANCIAL SERVICES

# Global Financial Group reduces TCO with Agile application development



# About the customer

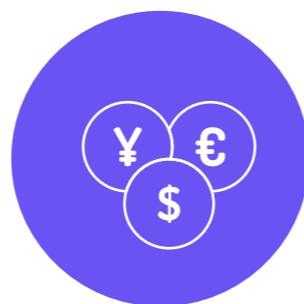
One of the top remittance service providers.



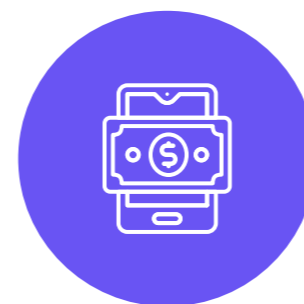
**Global presence**



**70+ payment entities**



**Offers remittance services in 70+ currencies**



**100% cashless transactions**





# Business challenges

Our client sought to strengthen its presence in the U.S., standardize customer experience, and innovate within the remittance services sector.

1

Provide customers with remittance services through mobile app.

2

Increase geographic coverage and market participation, particularly in the U.S.

3

Avoid disruptions to clients during transition process.

4

Increase corporate coverage, along with business revenue.



# How Softtek comes into play

Softtek deployed Agile development teams to manage, support, and improve internal and customer-facing processes and apps.

Softtek Agile teams also enabled a new channel by developing a mobile remittance app.

**Improved business continuity** and service quality by providing 24/7 support service for critical applications and go-live support.

**Automated customer service processes**, enabling an increase in service capacity.

**Implemented safety measures**, such as customer validation, and transaction cancellation, across all digital service channels.

**Leverage available database services** through XML services.

**Developed native app** for all of the clients platforms within 4 months.





# Business impact

Our client successfully revamped their digital services through their partnership with Softtek, increasing customer satisfaction and acquisition, while reducing customer costs.



Increased applications coverage by incorporating new LATAM countries and multi-currency.



Improved time to market for the deployment of new products.



Improved business KPIs like remittance amount, customers affiliated and number of transactions.



Reduction of the TCO generated by development method licenses savings.



#### ABOUT SOFTTEK

Founded in 1982 by a small group of entrepreneurs, Softtek started out in Mexico providing local IT services, and today is a global leader in next-generation digital solutions. The first company to introduce the Nearshore model, Softtek helps Global 2000 organizations build their digital capabilities constantly and seamlessly, from ideation and development to execution and evolution. Its entrepreneurial drive spans 20+ countries and more than 15,000 talented professionals.

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